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### UM's Mohr earns Montana's top professor title

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## **NEWS RELEASE**

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Nov. 17, 2005

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### **UM'S MOHR EARNS MONTANA'S TOP PROFESSOR TITLE**

#### **MISSOULA –**

University of Montana students have called marketing Professor Jakki Mohr “dynamic, demanding, innovative and inspiring.” Now they can call her the best professor in Montana higher education.

Today Mohr was named the 2005 Carnegie Foundation for the Advancement of Teaching Montana Professor of the Year. She is in Washington, D.C., accepting the award, along with top professors from other states.

The award comes as part of the U.S. Professors of the Year program, which salutes the most outstanding undergraduate instructors in the nation -- those who excel as teachers and influence the lives and careers of their students. The recognition program is sponsored by the Carnegie Foundation for the Advancement of Teaching and the Council for Advancement and Support of Education.

Mohr's award marks the sixth consecutive year a UM professor has won the prestigious honor. She was nominated by UM President George Dennison, a cadre of her colleagues and students past and present.

“She has earned a stellar reputation for teaching of the highest quality while also mentoring her students and serving the external community,” Dennison said in his nominating letter.

A member of the School of Business Administration faculty since 1997, Mohr consistently receives high marks from students on teaching evaluations. In 2002 she was presented with one of the highest honors a UM faculty member can receive -- the Most

-more-



Inspirational Teacher of the Year Award, voted on by graduating seniors and given by Silent Sentinel, a senior honorary society.

“Not only is Dr. Mohr a dedicated and passionate professor,” said former undergraduate student Janna O’Connell, “she takes a genuine interest in the welfare and success of her students. It is this dedication that strengthens the bond between professor and student and ultimately makes a difference that can change lives.”

An innovator in the field of marketing high-technology products and services, Mohr has achieved international acclaim for her work, and students all over the world benefit from her scholarly efforts. She wrote “Marketing of High-Technology Products and Innovations,” a textbook that has become the work of choice in business schools at colleges and universities worldwide, as well as for private industry managers in company training sessions. In addition, her book has resulted in invitations for her to teach at a number of other universities in recent years.

A prolific researcher and author, Mohr has written extensively about her work for leading journals in her field, including the Journal of Marketing, Journal of High-Technology Management and the Marketing Management Journal.

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